



# MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)  
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

SECOND SEMESTER EXAMINATION FOR CERTIFICATE IN BUSINESS  
MANAGEMENT

CPS 111: MARKETING PRINCIPLES

Date: 8/8/2016

Time: 11:00 – 1:00 PM

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## INSTRUCTIONS

- ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

1. a) Explain **Five** advantages of middlemen in distribution of products. (10 marks)
  - b) Environmental factors affect the performance of an organization, Explain **five** macro environmental factors that affect marketing activities of an organization (10 marks)
  - c) Explain any **five** forces that can make a marketer increase the price of his products. (10 marks)
2. a) Explain the marketing mix elements. (10 marks)
  - b) Explain the **four** types of advertisement. (10 marks)
3. a) Explain the stages involved in new product development process (12 marks)
  - b) Explain **five** factors that influence the price of a product (8 marks)
4. a) Explain the **Four** elements of promotion mix. (8 marks)
  - b) Illustrate the product life cycle. (12 marks)
5. a) Explain **five** causes of new product failure in the market. (10 marks)
  - b) Explain **five** reasons why an organization may decide to use an indirect channel to distribute its products. (10 marks)